

Agenda

Greensboro City Council

Economic Development Committee

Thursday, April 4, 2013

9 a.m.

Plaza Level Conference Room

- I. Call to Order – Chairperson Matheny
- II. Approval of March 18, 2013 Draft Minutes - Committee
- III. Committee Follow Up
 - a. Revised Project List - Kathi Dubel
- IV. GEDA Up-Date - Dan Lynch
- V. Staff Update - Andy Scott, Kathi Dubel, John Shoffner
- VI. Next Meeting - Master Plan presentation by Kevin Baker, Executive Director of Piedmont Triad International Air Port

MEMBERS OF COUNCIL

ROBBIE PERKINS, Mayor
YVONNE J. JOHNSON, Mayor Pro Tem
NANCY VAUGHAN, At Large
MARIKAY ABUZUAITER, At Large

T. DIANNE BELLAMY-SMALL, District One
JIM KEE, District Two
ZACK MATHENY, District Three
NANCY HOFFMANN, District Four
TONY G. WILKINS, District Five

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Economic Development Projects Under Consideration - 2013

Project	Activity	Cost	CDBG	ED Bonds	NR Bonds	Trans Bonds	W/S Capital	W/S ED	ED Fund 12/13	ED Fund 13/14	ED Fund 14/15	ED Fund 15/16	Parking LOB's	2/3 Bonds	
	parking deck #2	6,000,000											6,000,000		
	water/sewer upgrade	376,000					376,000								
	streets/streetscape	1,250,000												1,250,000	Street Imprv.
	GHA Building	750,000												750,000	ED
	Univ. District/Lee St study	75,000		75,000											
	project delivery	175,000											175,000		
	Debt issuance	300,000											300,000		
	Total	\$14,926,000													
	Total Cost	\$46,913,620													
	Total Authorized		\$50,000	\$ 300,000	\$234,600	\$8,100,000	\$4,376,000	\$300,000	\$310,000	\$875,351	\$935,351	\$310,350			
	Total Proposed			\$4,075,000									\$12,475,000	\$14,571,968	
	Available		\$50,000	\$4,400,000				\$600,000					FY13/14	\$9,200,000	
													FY 15/16	\$8,000,000	

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MINUTES OF THE ECONOMIC DEVELOPMENT COMMITTEE
OF THE
CITY OF GREENSBORO, NORTH CAROLINA

COMMITTEE MEETING

18 MARCH 2013

The Economic Development Committee of the City of Greensboro met at 4:00 p.m. on the above date in the Plaza Level Conference Room of the Melvin Municipal Office Building with the following members present: Councilmember and Chairperson Zack Matheny; and Councilmembers Jim Kee and Tony Wilkins. Absent: Councilmember T. Dianne Bellamy-Small.

Also attending: Assistant City Manager Andy Scott, Deputy City Attorney Becky-Jo Peterson-Buie and Deputy City Clerk Diana Schreiber.

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Chairman Matheny opened the meeting at 4:00 p.m.; welcomed everyone in attendance; and defined the committee's scope and goals.

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Councilmember Kee made a motion to excuse Councilmember Bellamy-Small from the meeting. The motion was seconded by Councilmember Wilkins and adopted by voice vote of the members.

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Chairman Matheny spoke to the utilization of the economic development bond funds in short, medium and long term projects; and spoke to the possible utilization of a future ED bond referendum to take projects to the next level.

Councilmember Wilkins inquired about the scope of the Committee.

Chairman Matheny stated that the scope of the Committee was to emphasize projects to enhance the well-being of the City rather than specific districts.

Kathi Dubel, Director of Economic Development and Business Support, distributed a spreadsheet titled 'Economic Development Projects under Consideration – 2013' that listed specific projects, total cost and methods of funding; and noted that Finance had made recent revisions to the 2/3 bond figures.

Assistant City Manager Andy Scott briefed the Committee; stated that at the most recent work session, Council had formulated a wish list which appeared on the spreadsheet; instructed the Committee to prioritize the projects for its next Committee meeting; stated that the projects vacillated between quality of life and economic development impact relevant to returns on investment; and stated that the Committee's preferred timeline was to present recommendations prior to budget adoption.

Mr. Scott spoke to the highlighted projects of Renaissance Plaza, Retail Development at Willow Lake, CBD, Hayes Taylor YMCA, High Point Road Streetscape of 1-40 to Coliseum; Industrial Site Development, Bryan Park Soccer Complex, and the South Elm Street area; designated funding from CDBG, ED Bonds, NR Bonds, Parks Bonds, Transportation Bonds, W/S Capital, W/S ED, ED Fund (by fiscal years 13/14, 14/15, and 15/16), and 2/3 bonds; and provided total costs for each project.

Mr. Scott referencing the spreadsheet, stated that certain projects represented long range promises and other projects could be assessed on growth potential; and reviewed the projects individually.

Renaissance Plaza; Council was expected to make a decision in the next several weeks; staff had sourced the entire renovation; stated the Committee could choose from three development options: New Bessemer, Renaissance Associates, or to remain in-house; and discussed the building being brought up to standard.

Retail Development: Referenced the Roses Store at Summit and Cone Boulevard; stated the City loan documents had been finalized and were being released soon; based in how the budget emerged, the City was expected to pay funds back within the next two years and that nearly half of the ED fund capacity would be utilized by the project.

CBD: Projects were still in play; depended on the future of DGI; and that DGI was on the list due to being a represented commitment.

Hayes-Taylor: Mr. Scott stated that certain projects were quality of life commitments; and noted that \$2 million contribution would be used to grade the site that the City would own but would lease to the YMCA. Chairperson Matheny stated he had taken the \$2M off the table; stated there was potential controversy of allocating \$2 million to a non-profit organization; and spoke in favor of finding other options to help the YMCA Board with infrastructure. Mr. Scott continued that the \$2M allocation would require pulling funds from the P&R budget and the extension of other projects into the future.

High Point Road: Mr. Scott referenced the streetscape from I-40 to the Coliseum; that conversations had occurred with Matt Brown, Coliseum Director and the Coliseum Commission supportive of spot acquisition of parcels along High Point Road over two to three years; and stated that the funds could be used for purchases along the corridor.

Councilmember Kee inquired about the cost of changing the name of High Point Road.

Councilmember Matheny inquired about seeking out partners for feedback to expand the corridor from Greensboro/Koury Center to Jamestown/Sedgefield; inquired about having discussions with NCDOT, GDOT and Water/Sewer Departments and other stakeholders to coordinate development projects; requested to meet specifically with Mike Mills & Cheryl McQuery of NCDOT after the Committee prioritized the projects on the spreadsheet; and spoke in support of beautification measures to be conducted from now until mid-August to prepare for the Wyndham Golf Tournament.

Councilmember Wilkins inquired if East and West Lee Street to Gateway University Research Park had been included in 2009 discussions. Councilmember Matheny confirmed that earlier plans included that portion of the corridor; and re-emphasized the need to work with the NCDOT.

Mr. Scott was requested to have Planning staff attend the next Committee meeting to present interstate-to-interstate development concepts, suggestions for short-term beautification efforts, and plans to remove surplus signage from the section of High Point Road from Holden to Meadowood.

Industrial Site Development: Mr. Scott explained that according to feedback from site visits that resulted in rejection, the most frequent responses were that the City lacked affordable sites and/or sites with appropriate infrastructure; stated that PTI was a central attraction; emphasized that development was limited by political boundaries along the south with High Point, Kernersville in the west and Oak Ridge to the north; recommended that the Committee reconfigure the area between I-40 to Market Street from Burgess out to Burnt Popular to develop functionally obsolete land for site development; stated the price of land was expensive; and stated opportunities might exist with Kernersville but not much with High Point.

Councilmember Kee suggested the concept of a joint venture with neighboring municipalities.

Dan Lynch, President of Greensboro Economic Development Alliance, stated Kernersville might be open for discussions; and spoke to the triangle between the two I-40s consisting of several hundred acres, that might come up for sale on a revenue sharing basis with multiple participants.

Mr. Scott recommended contacting the incoming County Manager to discuss the matter; stated anything the Airport Authority owned did not pay property tax and added that the Authority owned the FedEx and HondaJet facilities while allowing the buildings to be leased to the corporations.

Councilmember Matheny favored job creation and investment in the Airport area.

Chairperson Matheny spoke to major calls at the airport and inquired if it was possible to share personal property taxes with Guilford County; stated he has statistics from a major employer near the Airport which showed that 42% of employees who work at airport reside in the Guilford County and 21% reside in Forsyth County; and spoke in support of shovel ready sites and stated that partnerships would be required.

Mr. Lynch referenced discussions with the Guilford County Commissioners who toured a facility and were excited about incentive dollars to be invested in site preparation; the new Commissioners asked about reaching out to Forsyth County, High Point, Winston-Salem for incentives as members of the Airport Authority; stated that Guilford County received a relatively small revenue stream from personal property tax on Airport investment; stated that it was recommended the economic incentives requests be expanded to include High Point, Winston and Forsyth County; that local area municipalities and neighboring counties develop an annual budget line item for economic development contributions for site development at the 1000 acres at the Airport; and stated that would enhance funding of long-term development.

Mr. Scott directed John Shoffner to contact Kevin Baker to acquire the most recent FAA Economic Development Impact Study; and asked about the total cost of the HondaJet project to provide infrastructure and the total amount of economic incentives provided by the city and county.

John Shoffner and Kathi Dubel, Economic Development, responded regarding the monetary investment at the Airport which included water/sewer infrastructure of \$4.5M consisting of ED Bonds and 200 acres of industrial land; the incentives were in addition to that consisting of \$600K from the City and County respectively; the City's first incentive package was valued at \$600,000 and the second package was \$523,750, both were job based.

Councilmember Kee spoke to the relocating of Bryan Boulevard.

Mr. Lynch responded that the Airport's \$350 Million transportation project to include a bridge, was funded by the state and federal government and estimated construction beginning in early 2014.

East Greensboro: Councilmember Kee spoke to a joint venture that included partnering of landowners in East Greensboro; that there was a limited number of owners to develop lands.

Councilmember Matheny referenced short-term projects at the Airport; stated the Airport owned the land; that a shovel-ready site could start construction within a week while spending \$3-4 million; and supported longer-term 'energy to technology' projects in East Greensboro focused on solar and methane.

Mr. Scott stated that whenever utilities were connected to a site, there was value created; stated Council could go to the Legislature to request a tax based on improvements; and that a new tax was part of a larger discussion.

Councilmember Matheny spoke to the opportunity to capitalize on the future of the Urban Loop corridor and a potential partnership with NC A&T University with an 'energy to technology' center at the White Street Landfill; stated the Airport promised the greatest immediate impact to create an affordable shovel ready site; and spoke to future discussions 'energy to technology' campus at the White Street Landfill by Council.

Councilmember Kee spoke in favor of a \$20 million bond; and stated that the Airport tapped into multiple taxbase revenue streams without confronting annexation problems.

Councilmember Wilkins referenced the \$7.5 million streetscape and inquired about the \$3 million allocation. Mr. Scott responded that the \$3 million would be provided for the acquisition of properties.

Bryan Park Soccer Complex: Councilmember Matheny inquired about taking \$2 million from Parks and Recreation to expedite the improvements at the complex; stated that the city and county partnered to pay for the phased development. Mr. Scott confirmed that the allocation from P&R would speed up the process and that there were strong contributions from the local soccer association.

Councilmember Matheny referenced infrastructure developments at Hayes-Taylor compared to the Bryan Park Soccer Complex.

South Elm Street Project: Mr. Scott spoke to the Opportunity Greensboro's discussions over the next three to six weeks regarding the Joint University Campus site development; and expected a full presentation in April to answer feasibility and location questions.

Councilmember Kee inquired about the stakeholders involved in the discussions by asking about private and public universities; the project involved NCA&T and UNCG, Elon Law, GTCC, Bennett and Guilford College, Cone and VF; and that updates would be provided when available.

Mr. Scott requested the committee prioritize the list at the next Economic Development Committee meeting; stressed the importance of the projects; that the triangle and East Greensboro needed discussion; and stated that short, medium and long term goals would need to be vetted.

The committee discussed possible meeting dates and agreed on Thursday, April 4th at 9 a.m. at the Plaza Level Conference Room.

Mr. Scott inquired with the Committee if the members wanted to invite the NCDOT representatives to the next Committee meeting. The Committee recommended that Mr. Scott contact Mike Mills, NCDOT a little later for feedback pertaining to improving the High Point Road corridor. Mr. Scott stated that Planning staff would attend the next Committee meeting to provide an update on the High Point Road Streetscape.

Mr. Scott introduced the Economic Development Committee as primarily Kathi Dubel and John Shoffner; with additional support provided by Kathleen Smith-Hoskins and Reggie Delehanty.

Councilmember Kee made a motion to adjourn. The motion was seconded by Councilmember Wilkins and adopted by voice vote of the Committee.

The Committee adjourned at 4:58 p.m.

Zack Matheny
Chairperson & Councilmember

Diana Schreiber
Deputy City Clerk

(A copy of the Spreadsheet referred herein is made a part of the minutes.)